NOTICE OF DECISION UNDER REGULATION 32
FILM POSTERS

SLICK

TO: The Film and Video Labelling Body Inc.
PO Box 2627
AUCKLAND

Pursuant to regulation 32 of the Films, Videos, and Publications Classification Regulations 1994 the film poster entitled:

Rookie Pussy #2

is **Not Approved.**

The DVD slick is not approved because its content is highly degrading, dehumanising and demeaning. If the slick were submitted for classification, considerations under s3(3)(c) would be likely to lead to a classification of "Objectionable".

The front cover of the slick is dominated by a large image of a woman's head and upper torso. A man's penis is in her mouth and another man's penis appears between her breasts. This image lends a highly degrading and dehumanising tone to the slick as a whole as a result of its size and prominent position. On the back cover there is another image of the same woman, her face entirely covered in ejaculate. The woman's mouth is wide open which gives the image a disturbing quality. Some of the other, smaller images also create the impression that women are little more than a collection of sexual orifices to be filled. The large central image and the number of smaller images combine to present a highly degrading, dehumanising and demeaning impression of the women depicted and promote the view of women as sexual utilities.

The Classification Office has weighed the competing considerations of the issues raised above and the right to freedom of expression set out in s14 of the New Zealand Bill of Rights Act 1990. The slick's potential for injury to the public good makes it likely that, if it were to be submitted under s13(1) of the FVPC Act 1993, it would be classified as objectionable. The likely injury to the public good caused by the availability of this advertising material is its potential to play a role in the formation or reinforcement of negative attitudes to women.

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Date: 13 December 2007

For the Classification Office (signed):

OFLC No: 702753

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